



**Station Order Revised
Matheson for Congress 2012**

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

11636

Contact: Craig Lewis

Phone: 801-575-5555

Email: clewis@ksl.com

Fax: 801-575-5831

Direct: 801-575-5862

KSL -TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct							
KSL 5a News	EM	M-F		\$30.00		1	1	1	1			4
5:00 AM	6:00 AM	30		\$120.00								
Highly pre-emptible at LUR per KSL. Move to L2												
KSL 6a News	EM	M-F		\$325.00		1	1	1	1	1		5
6:00 AM	7:00 AM	30		\$1,625.00								
Highly pre-emptible at LUR per KSL. Move to L1												
Today Show	EM	M-F		\$600.00		1	1	1	1	1		5
7:00 AM	8:00 AM	30		\$3,000.00								
Sold Out at LUR per KSL. Lowest Rate to Clear												
Today Show	EM	M-F		\$350.00		1	1	1	1	1		5
8:00 AM	9:00 AM	30		\$1,750.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Sunday Today	EM	Su		\$70.00						1		1
7:00 AM	8:00 AM	30		\$70.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Today II	DT	M-F		\$140.00					1			1
9:00 AM	10:00 AM	30		\$140.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Rachael Ray	DT	M-F		\$130.00			1					1
10:00 AM	11:00 AM	30		\$130.00								
Highly pre-emptible at LUR per KSL. Move to L2												
KSL Noon News	DT	M-F		\$130.00		1			1			2
12:00 PM	1:00 PM	30		\$260.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Katie Couric	EF	M-F		\$225.00		1	1	1	1	1		5
4:00 PM	5:00 PM	30		\$1,125.00								
Highly pre-emptible at LUR per KSL. Move to L1												
KSL 6:30p News	EN			\$575.00		1	1	1	1			4
6:30 PM	7:00 PM	30		\$2,300.00								
Highly pre-emptible at LUR per KSL. Move to L1												
KSL 5p News	EN	M-F		\$575.00		1	1	1	1	1		5
5:00 PM	5:30 PM	30		\$2,875.00								
Highly pre-emptible at LUR per KSL. Move to L1												
KSL 6p News	EN	M-F		\$650.00		1	1	1	2	1		6
6:00 PM	6:30 PM	30		\$3,900.00								
Highly pre-emptible at LUR per KSL. Move to L1												

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/21/2012 11:56:45 AM

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Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
Saturday 6p News	EN	Sa	\$150.00							1		1
6:00 PM	6:30 PM	30		\$150.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Grimm	PT	F	\$1,200.00							1		1
8:00 PM	9:00 PM	30		\$1,200.00								
Sold Out at LUR per KSL. Lowest Rate to Clear												
KSL 10p News	LN	M-F	\$1,750.00		1	1	2	1	2			7
10:00 PM	10:35 PM	30		\$12,250.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Saturday 10p News	LN	Sa	\$850.00						1			1
10:00 PM	10:35 PM	30		\$850.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Sunday 10p News	LN	Su	\$2,750.00							1		1
10:00 PM	10:35 PM	30		\$2,750.00								
Sold Out at LUR per KSL. Lowest Rate to Clear												
Tonight Show	LF	M-F	\$350.00		1							1
10:35 PM	11:37 PM	30		\$350.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Station Gross Totals			\$34,845.00		10	10	11	10	11	2	2	56

Suzanne Collins

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